

## REMARKS

Applicants thank the Examiner for thoroughly reviewing the application.

### Allowability of Claims 1, 2, 4-7, 10-32, and 34-38

As presently claimed, Applicants' invention, as articulated in independent claims 1, 7, 12, 21, 30, and 34, involves an asset having its own unique Universal Resource Locator (URL). For example, independent claim 1 requires: "identifying the asset with a unique Universal Resource Locator (URL)."

The Office Action acknowledges that this element is absent from Collins, but asserts that this element may be found in Fasset. Applicants respectfully disagree with and challenge this assertion.

Independent claims 1, 7, 12, 21, 30, and 34 (and their respective dependent claims) require that an asset have a "unique" URL. Consider, for example, two televisions (examples of assets) produced by the same manufacturer and of the same model. Despite the fact that the two televisions are made by the same manufacturer and are of the same model, the two televisions are identified by different URLs. The two URLs link to two different webpages, meaning that each television has its own webpage. One webpage has information relating to, for example, the specific components in the first television, and the other webpage presents information relating to the specific components in the other television. Thus, per these claims, each asset has its own unique URL. Thus each asset is "identified" with a "unique" URL, as required by these claims. Fasset fails to disclose such a concept.

Per Fasset, different kinds of assets are assigned different key codes. However, Fasset does not teach a system whereby different assets of the same kind are assigned different key codes. Consider two CDs containing identical programs. Per Fasset, the key codes for each CD are identical, because the two CDs contain identical versions of identical programs. Thus, they would be assigned the same prefix, core code and version number, the constituent portions of a key code. In sum, although each CD is a different asset, each CD would be assigned the same key code. Thus, Fasset does not teach assigning a unique key code to an asset. Instead, Fasset teaches assigning a key

code that is unique to a specific kind of asset. Thus, even if one understood that a key code could be a URL, as suggested by the Examiner, one would understand only to assign a URL for each kind of asset. However, one would not understand to assign a URL that is unique for each individual asset, as required by claims 1, 2, 4-7, 10-32, and 34-38.

To make out a *prima facie* case of obviousness under 35 U.S.C. § 103(a), there must exist some motivation, either generally available to one of ordinary skill in the art or expressly stated in the prior art, to modify the known prior art to arrive at the claimed invention. No motivation has been stated to modify Collins or Fasset to include a unique URL for an asset. Further, no such motivation is articulated within either of those patents themselves. Thus, Collins and Fasset are unable to support a rejection, either alone or in concert, under 35 U.S.C. §103(a). For the foregoing reason, Applicant respectfully requests that the Examiner withdraw the rejection of claims 1-38 under 35 U.S.C. §103(a).

#### Allowability of claims 39 and 40

Claims 39 and 40 were rejected under 35 U.S.C. §103(a), as being obvious in light of Collins and Fasset. Applicants respectfully traverse this rejection.

Claims 39 and 40 require a "webpage uniquely associated with [an] asset." Applicants point out that for the same reasons that Collins and Fasset fail to teach a URL uniquely associated with an asset, those references also fail to teach or suggest a "webpage uniquely associated with [an] asset." Applicants respectfully request reconsideration and withdrawal of the rejection of claims 39 and 40 under 35 U.S.C. §103(a).

#### Conclusion

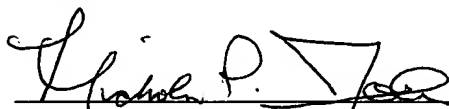
Claims 1, 2, 4-7, 10-32, 34-38, and 39-40 remain pending in the application. These claims are believed to be allowable for the reasons set forth above. This amendment is believed to be responsive to all points raised in the Office Action. Accordingly, Applicants respectfully request prompt reconsideration, allowance, and

passage of the application to issue. Should the Examiner have any remaining questions or concerns, the Examiner is urged to contact the undersigned by telephone at the number below to expeditiously resolve such concerns.

Respectfully submitted,

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